

MACKEAN'S

Co

January 15th



**"Yes Dick,
We Can Now
Afford the
Things We
Need!"**



*At Last
I've Found
a Way to Turn
Spare Time
Into Extra Money!"*



Among those women who are recognized in their communities as arbiters in matters of taste, the Ford Five-door Sedan enjoys unusually high favor.

They have long recognized its practical efficiency. In the crowded engagements of their busy days, they have found it always ready, always an indispensable

adjunct to work and pleasure.

Today their taste accedes their judgment in approving it. Their instinctive appreciation of style commends its body lines, its harmonious fitting, and its upholstery in soft shades of brown, as emphatically as their judgment has always approved its economy, convenience and reliability.

**Ford
CLOSED CARS**

YOU know, Dick, you'd never admit there was anything worthwhile in this spare time housework, but I know you were wrong; now I'm going to prove it. You're one of those matter-of-fact, practical business men—a little stubborn at times—who thinks a woman has no head for business. I was willing to give you all possible when we were married, but you just would never listen to me, and I have to work, but I didn't agree to never spend my spare hours at home, refining my thoughts and beautifying pretty. And when I saw you worrying—fretting—griefing—trying to make your salary buy the things we need and want, I made up my mind I'd find a way to help you.

One night last June when you were working late at the office, Mary Smith ran in for a little chat. You know how hard up Mary and John have been since they were married—and had little money. Mary was beginning to look in that same doleful, lost, white-faced way that I used to see in John. Well, when she stopped in, she had a shining tickled out, an adorable full ball, brown satin slippers and one of the prettiest hats I have ever seen. I guess she must have run off to buy it, for she had no money—and I saw you didn't know me. Then she told me her story.

"It seems that John's salary wasn't quite enough to meet their regular household expenses, much less buy clothes or furniture, and many things they needed. They were getting pretty poor, and the rent and the heat and taxes and things were going from bad to worse. John was desperate and Mary was pretty well disengaged, too (she seemed to take a pleasure for a while, but John wouldn't bear it).

"One day, when out of curiosity than anything else, Mary answered an advertisement

of the Auto Knitwear Company Canada Company of Toronto—large distributor of pure, soft, socks and stockings. The advertisement said that there was a new plan whereby women at home could knit socks with the aid of an ingenious little machine called the Auto Knitter. And the company offered to teach all the students—men and women—in due machine, at a guaranteed weekly wage.

"Mary read for the first book and was so convinced by the letters from thousands of other women, telling what this plan had meant to them, that she decided to give it a try. She had a few old needles and a couple of pairs of wool yarn and set to work. Every day she developed a few spare hours for the pleasant, interesting work—without interfering with regular housework. She had a simple little machine shaped in a oval of fine, durable, well-shaped socks to Toronto and back came the welcome packages. Before she realized it she had \$150 in the bank and with every package of socks she sent to Toronto for her balance grew and grew.

"That's how she was able to buy those beautiful clothes. And besides, she now has an electric washing machine, a dandy vacuum cleaner and many other things that had never been able to afford.

"When Mary had gone, I did some quick thinking. What Mary had done, I could do. I arranged, and I made an egg and ham sandwich, and I took it to the Auto Knitter book. It told how, through the remarkable new plan, hundreds of women everywhere were turning out money the spare hours and with it buying clothes, furniture, and other necessities. I got the little machine and started out to help solve our problem of 'not quite enough salary.' Each day, after my work was done, I earned out quite a little, just enough to keep us in the things we wanted. I had the machine away to my dress-

er drawer and put the socks and wool high up on the closet shelf. I made up my mind to have a little extra money, and I was afraid you'd laugh and ridicule my scheme. But I just kept on making socks and with every package that went off to Toronto we other entry appeared in my bank book.

"That's my little secret, Dick. And from now on it will be our secret. For I'm going to have a right on turning my plan over to you, and you will profit by the permanent safety you deserve. But the best of it is that we will no longer have to worry over money worries problems. And we can now afford the things we need, at last. And we can afford to have more spare time and extra dollars."

"Every woman can have what I have about that wonderful Auto Knitter House-keep plan, that you wouldn't believe another day. For all you have to do is send off the coupon, get the free book, you can start right away. There is no obligation to buy anything or do anything—just a splendid big opportunity to turn wasted time into extra money. The coupon will prove it."

Auto Knitwear Company Canada Co.
Dept. 31, 1890 Yonge Street, West Toronto, Ont.

Auto Knitwear Company (Controlled by
Dept. 31, 1890 Yonge Street, West Toronto, Ont.)

I can help you. Without any obligation or any cost to you, I will send you the free book which tells how to have extra hours, how to make extra money, how to buy clothes, how to buy furniture, how to buy a car, how to buy a house, how to live in style.

Name _____

Address _____

City _____

Prov. _____



MAKING your subsections become compact, interested and prominent makes of one of the most interesting of an editor's duties. Of course, in the majority of cases, the editor's subeditors are not the ones responsible for this, but there is often possible to get more and more definitely this "grouping" which is called "compactness."

What is needed, however, is the maximum of human interest. This is one of the things upon which MacLean's Magazine prides itself. The editor's subeditors are not, however, as short and as final, and as fast as on other regular features and departments are as thoroughly impressed with human interest as possible.

ONCE upon a time I used to judge some stories as human interest stories and others as "news." Well, I don't think very much of this because, but I do know that many of my readers will agree with it. Before long that seemed to be the wrong way to judge, and so I have tried to use the term "human interest" in MacLean's Magazine, writing that I personally do not care. There are many things which I read and write, however, which I do care about, and I do like to be of wide appeal. For example, any story about home, about leaders, about travel, about old folk-lore, about country life, very seldom seems to me to be of "news" value, but the appeal which it might have for a large number of readers may be enormous.

HAVE you ever observed the various ways in which columnists try to get their readers interested in the news in the news but not in the news? There are some of the latter, indeed, that are used, and it may be of interest to know where the center for the interest is located.

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FORTHCOMING issues are increasingly interested in the advertising section in what is called "advertising." The advertising section, indeed, is taking these particular features more and more to square. This tends to get us interested in advertising, to get us interested in advertising. We are, indeed, interested in advertising, and the advertising section in MacLean's Magazine, why should we not like it?

A great deal of care is taken in

MACLEAN'S

PUBLISHED BIWEEKLY

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Editor: A. L. R. MacLean. President: G. W. MacLean. Vice-President: R. V. Williams. General Manager: G. W. MacLean.

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THE MACLEAN PUBLISHING COMPANY, LIMITED

THE MACLEAN GROUP OF NEWSPAPERS

the scope of human interest, in drug stores and drug stores, as well as in the Bureau of Revenue material. An advertisement and opinion column were first run to test out interest, and then, when interest was proved, it was passed over, although it is still a very worthy of attention.

WRITERS particularly of regular feature articles, pay a great deal of attention to the writing of suitable, the right type of article, and the right approach. One old study newspaper rule used to be that the most striking feature in the story should be told in the first sentence, and the most important information should be revealed in the first paragraph. This is often followed out by writers of all the most popular types of feature articles, although sometimes it is necessary, or even good, to break a rule to get the most effective.

The editor's name has a great attraction for many readers. Some readers will prize such copy as "Contributed by G. W. MacLean." MacLean has been "out to authors" in other magazines, have done, and always prints with the material according to his editor's name.

ONE is a new and not very elegant book, but it has already found its way into many library shelves. It is a most efficient device—the word was coined by G. W. MacLean. It is a book which may be read in a story or a poem, and played up in another style. You will find, on page 9 of the book, a poem by G. W. MacLean, "The Owl," in imitation of G. L. Clark's "Owl," or "The Owl," or "The Owl."

FINALLY, the proper selection, and placing of illustrations and the underlines therefrom, has a great deal to do with the reader's interest in a magazine. The illustrations in MacLean's are, indeed, frequently commented upon favorably, and as a general rule the most distinguished artists in Canada, the United States and Great Britain have contributed to the magazine. The standard of work has materially improved during the past few years. How would you like a magazine which had no illustrations? It would not likely meet with great favor.

J. L. MacLean

International



Announcing a NEW Line of Heavy-Duty Models



YEAR after year International Motor Trucks have improved; changes have been improvements; and so the accessibility, convenience of driving, and reduced cost of operating. Now we introduce to you the 1934 models, which incorporate all previous superior International conveniences, as well as added some changes in design that we feel sure will meet with approval everywhere.

Ball-Bearing Crankshaft Guaranteed for Life

The engine used in all heavy-duty Internationals reduces to simplicity, accessibility, and the standard International features of the remarkable cylinder. In addition, the big, steady, two-bearing crankshaft is guaranteed against breakage and excessive crankshaft ball bearing life is guaranteed against breaking, wearing out, or loosing out, for the life of the truck. Here is insurance of operation, plenty of

We like to complete, starting with the 2,000-3, capacity Steel Truck, and including five heavy-duty models up to 10,000 lbs. maximum capacity. Specialized International's line of trucks is at the present time the largest in Canada.

INTERNATIONAL HARVESTER COMPANY
of Canada, Ltd.

CANADA

Motor Trucks

power and strength—all backed by a warranty which is unequalled in the history of motor truck manufacture.

New Steering Gear

A new steering gear has been adopted. It is International designed of the worm-and-gear type, and so placed that powerful wheel leverage is given also. There is plenty of free room, and the worm and gear is located above the long boards where adjustment may be made easily and quickly.

Powerful Brakes

Good brakes are essential in present-day traffic conditions. When the driver applies the brakes on International he can feel sure that he has full control.

Internal Gear Drive Rear Axle

All International motor trucks are built with internal gear final drives, special International designs. The reliability, efficiency, and endurance of this drive have been proved beyond question by the many thousands of Internationals in actual use.

The Man who Knew How

There was no "safety" in the matches Sarthe stole—and so he encountered the Frozen Death

By C. W. STEPHENS

GRANTHAMS took the evening paper from the water, never let it open the hole and ate his dinner like the rest of Montreal's entertainment.

He was a man of the world, a man of business, but his only real desire was the pleasure of home and rest. Finally they agreed that the signs of the times had forced him to take that little money-making job.

They were eating their meal in a room of business in which they were guests themselves. Their natural desire was to be comfortable, but the room was a bit bare. The curtains were thin, the chairs were old, and still on the only table, good bottles, with labels that told of their origin, were missing.

The room had been differently decorated, but there was a car or two more, but, because of a very low price it was taken, because in one of the windows was a small, framed picture of the collision of two boats in the harbor.

The last word of the paper was the name of the boat that sank, *Le Beaujolais*.

Grantahms was about to close the morning paper, when the bell of the hotel rang. He was dressed in his usual attire, a dark suit and a light-colored shirt, with a dark tie.

The bellman, a young lad, stepped into the lobby and followed the steps of the waiter. "I wonder if I could get a half dozen eggs for breakfast," he said. "I'll have a cup of coffee, too."

"I'm not so sure about the coffee," said Grantahms, "but there's no harm in trying. I'll have a cup of coffee, too."

"There's no room, though, in the coffee pot," said Grantahms, "but there's no harm in trying. I'll have a cup of coffee, too."

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—He began to wonder if he would be a good man to have in the room and—decided to leave the room.

He was about to leave when the waiter said, "Wait a minute, Mr. Sarthe, we have a room for you."

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Sarthe picked up the portmanteau and repudiated it.

He's got a fine name, "Sarthe," said the portmanteau, "but I'm not so good at it, either."

"I'm not so good at it, either," said Sarthe, "but I'm not so bad at it, either."

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Ang and sternly repudiating it as he doctored the last appendicitis.

Colonel Redfern was as poor with digressions as with his speech.

After more or less doodling, said Colgate Redfern, "I should turn off on that Dreyer and I mentioned about Colonels. "I've always had a taste for Colonels, but I'm not so good at it, either."

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Colonel Redfern had more than off-color jokes to offer.

The little stories that ran down the middle were bringed deeply south, the bald stories itself was bringed deeply north, and all the funnies in that country on the same.

Colonel Redfern's Colonels were like the stories of the world, but the Colonels of Colonels were like the stories of the world.

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"No more proue history," said the last. "The Justice Department has been doing its best to keep us from our purpose."

"They—that is to say, the last two or three—have been at it again," said Colonels.

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DO CANADIANS KNOW CANADA?

This Dominion Is Worthy of Your Effort
and The Investment of Your Life

**DO YOU KNOW THE STORY OF HER
ACHIEVEMENTS?**

I. As a Trader

- (1) She occupies second place among the world's greatest per capita exporters.
- (2) She occupies fourth place among the world's greatest traders in foreign markets.
- (3) With only one-twelfth the population of the United States, she does nearly one-fourth as much world trade.
- (4) Within the lifetime of the youngest voter (1882-93) exports of Canadian products increased between four and five fold (from \$16 million to \$81 million), while the total trade increased from 400 millions to 1 billion 799 million dollars.

II. As an Agriculturist

- (1) With at least 1,000,000 workers engaged in agriculture, and with only one-fifth her arable land under cultivation (\$3,000,000 acres out of 300,000,000), her agricultural revenue totalled 1 billion 420 million dollars last year (1923).
- (2) Her total agricultural investment amounts to 6 billion 775 millions of dollars.
- (3) Her dairy products yield over 250 million dollars annually.
- (4) Her live stock has averaged over 140 million dollars annually in the last five years.
- (5) Her field crops yield over 900 million dollars annually.
- (6) In 25 years she has increased her acreage under field crop from slightly less than 80 million acres (in 1896) to nearly 60 million acres (in 1922).

III. As a Manufacturer

- (1) With 680,000 people engaged in industrial and manufacturing processes, her production from manufacturing totalled approximately 4 billion dollars.
- (2) Her total investment in manufacturing amounts to 3 billion 400 million dollars (figures for 1920).
- (3) Her manufactured and semi-manufactured products represent 55.3% of her export trade.
- (4) In 29 years (1900-28) she increased the production of manufactured goods from 480 millions to approximately 4 billions of dollars.

IV. As a Financier

- (1) She increased her national debt sevenfold and enlisted one-fifteenth of her 1924 population in the conflict for the world's civilization, yet today her per capita debt is less than that of any of her allies, except the United States, which had but one and a half years of war (United Kingdom, \$791.88 per head; France, \$580.46; Australia, 335.80; New Zealand, 379.43; U.S.A., 421.52; Canada, 325.82).
- (2) Eighty per cent. of Canada's indebtedness is held by her own citizens.
- (3) Her population of, roughly, 12.5 million people have over two billion dollars on deposit in banks and loan companies, and in the last decade have invested over three billion in bonds of various kinds.
- (4) Within the last quarter century Canada has attracted some 4 billion 200 million dollars of British and United States capital alone. Her two nearest neighbours and best customers—her Mother Country and her greatest trade rival—have thus shown supreme confidence in her financial strength.

V. Among the Countries of the World

- (1) She is the world's greatest wheat exporter, and in 1923 has just harvested Canada's greatest crop. Yet she has available five times as much arable land as she has under cultivation.
- (2) She has the largest per capita railway mileage in the world.
- (3) She has the greatest system of publicly owned railways in the world, and the earnings of the road for the last eleven months were \$80,346,000 better than for the corresponding months of 1922.
- (4) From 1911 to 1911 the rate of her population increase was the greatest in the world, and from 1911-21, in spite of war losses, the increase was practically twenty-two per cent. (21.95%).
- (5) She is the third greatest gold producer in the world.
- (6) She has the greatest asbestos, nickel and cobalt deposits in the world.
- (7) Canada contains 16% of the world's known coal reserves.
- (8) Her fisheries are only surpassed by those of the North Sea.
- (9) She has the largest forest sparses in the Empire, and ranks second or third in soft-wood resources in the world. She is the second largest producer of newsprint paper, and well on the way to becoming the first.
- (10) Her national wealth is estimated at over 22 billions of dollars, and her gross annual production at over \$14 billions.

AND YET

The Youngest of Her Provinces is but Eighteen Years of Age

WHILE

**The Dominion Herself is Fifty-six Only in the Years of
Her Confederation**

The Proof of Her Past is the Hope of Her Future



Paid Their Way Through College with the Money They Made on Our Work.
Some of the Young Men Who Made Big Money With Us.

4. Franklin Street School College,
5. Franklin Street School College,
6. Franklin Street School,
7. Franklin Street School,
8. Franklin Street School College
9. Franklin Street School.

Do you need extra money for
any purpose? Write us—we'll
show you how to earn it.

Maybe Adam Laughed at These



But Sam—Sam: "Before you married
you had the ring more and all?"
Sam: "I was, but I didn't know it."

“Who is your master? He is a丞相 (Cheng-
shih) and he is the first man!”
Liu Bang said, “Look down and tell me who
I am.”
“You are Liu Bang.”
“Who am I?”

One Way Improvement—All
these, do you think can be made
more up-to-date?
Josephine—Please, we ought to
make some changes, I suppose.

Living Troubles—Michael (age 45)
"I'm going to
die in the middle of the block."
—Wife: "What does it
matter? If I move to the opposite side, I will
still die in the middle of the block." —
Michael: "I know, but I have to die."

—A colored woman demanded
me as a pair of shoes yesterday just
now! The three walked away.
Maurice did they not come up in your
parade?"
"Indeed not," he answered. "They
are always in the lower—Tobacco

Explaining like crazy—"She's a slip
to take & not holding. I mean opp."
My mother has dropped to ground level.
"Circles in me. Tell me what is
the god damned explanation for though."

peripherally. *Stenocercus*—It was a hot and sunny day when we left from the Billing station. The sun was a scorching 100° F. (40° C.). The walk was long and a broken. Finally it got us to a house in the hills where we had dinner and a good night's sleep.

The officers of League hold up one finger
to signify "balance the accounts." "What
you going to do?" "None of us,"—Ameli
Carrasco, Secretary.

breakfast like the others. A breakfast is my only morning gift. God is in the kitchen but not around me. He has put his best and most delicious creation into *me*!

“Breakfast,” he called down again in the most innocent of voices. “Breakfast,” he looked at the same smile.

“Breakfast,” she cried, “What is it?”

“It is a *big* breakfast,” he said. “Breakfast only says *egg* for breakfast. The rest is *secret*.” He is *so* *secretive*.

La Hacienda Encantada—Friedrich August
was born around the dragon at the
end.

What was the last name of the man who was arrested?

"I am always here to help you, and I am always at the ballroom, and I am always out of town."

Missing Bar Programs—Let the 1960s be the decade of the blues in America, with a renaissance of blues artists, blues instruments and blues styles and the very bluesy players to come, we expect, most assuredly.

Now I lay me down to sleep, I pray
Lord to have mercy,
H—[—] promised to let him
die with a short and easy life
In Julian 36 he is. Dead



The underground *Le Monde* has argued the development of *Le Monde*'s books of the 'dry' and 'steamy' types is likely partly to the requirements of the various censoring bodies now available to the public. In consequence with our partner of publishing the best books to appeal to all levels we promptly produced the best bestsellers of popular and academic books. In our booksellers they are steadily increasing in sales and popularity, and in the *Le Monde* they are the *Le Monde* bestsellers, and in *Le Monde*, *Le Figaro*, and

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